

## ABSTRACT OF THE DISCLOSURE

A data broadcast receiving apparatus includes a storage controlling unit and a reproduction controlling unit. The storage controlling unit selectively stores data modules among a plurality of data modules included in received broadcast data, into a module storing unit. The storage controlling unit also stores storage information for each of the plurality of data modules into a storage information storing unit, the storage information showing the presence or absence of the data module in the module storing unit, a reason of the absence of the data module, and the like. When the user selects a data module as a reproduction target, the reproduction controlling unit judges whether the data module is stored in the module storing unit, based on storage information of the data module in the storage information storing unit. If the data module is stored in the module storing unit, the reproduction controlling unit reads the data module and produces a display corresponding to the data module on a TV screen. If the data module is not stored in the module storing unit, the reproduction controlling unit displays a message informing the user of the fact and reason that the data module is not stored in the module storing unit.